

BID OPENING: November 14, 2008

BIDS SHALL BE PUBLICLY OPENED AT 11:00 A.M., PREVAILING WASHINGTON, D.C. TIME.

ANY QUESTIONS BEFORE AWARD CONCERNING THESE SPECIFICATIONS CALL KARIANE REID AFTER AWARD, REFER ALL QUESTIONS TO YOUR CONTRACT ADMINISTRATOR WHOSE NAME APPEARS IN THE UPPER PORTION OF THE PURCHASE ORDER. (202) 512-0455. NO COLLECT CALLS.

#### FACSIMILE BID SPECIFICATIONS

U.S. Government Printing Office (GPO)  
Washington, D.C.

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 6-01)) and Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (Rev. 8-02)).

SPECIFICATIONS APPLY EQUALLY TO ALL JACKETS UNLESS OTHERWISE INDICATED

#### PRODUCT:

Item (#1) 350-728 (Req. 9-01095): Saddle stitch 24 pages plus cover 4-color process

Item (#2) 350-729 (Req. 9-01094): Saddle stitch 40 pages plus cover text 2 PMS colors and cover 4-color process

Item (#3) 350-730 (Req. 9-01096): Saddle stitch 36 pages plus cover 4-color process

Item (#4) 350-731 (Req. 9-01097): Saddle stitch 40 pages plus cover 4-color process

#### TITLE

Item (#1): Spanish Easy Guide to Breastfeeding

Item (#2): English Lifetime of Good Health Booklet

Item (#3): African American Easy Guide to Breastfeeding

Item (#4): General Market Easy Guide to Breastfeeding

#### QUANTITY:

Item (#1): 50,017 Pamphlets

Item (#2): 100,017 Pamphlets

Item (#3): 50,017 Pamphlets

Item (#4): 50,017 Pamphlets

#### TRIM SIZE

All items 5-1/2 x 8-1/2"

#### GOVERNMENT TO FURNISH:

Four (4) CD-ROMs and (GPO Form 952) Disk Information Sheets, (one disk and GPO Form 952 for each item).

One set of color lasers for item 3 only to be used as a visual guide.

Previously printed sample of each item to be used for general guide only.

Electronic media generated on IBM system, ISO 9660 compliant system version XP, using Adobe InDesign CS1, 2 and 3, Adobe Photoshop CS1, 2 and 3, Adobe Illustrator CS1 and 2 and Quark Xpress 4. Files supplied in PDF Format. Fonts and bleed are furnished. Color Identification: CMYK and Pantone

Prior to image processing, the contractor is responsible for performing a basic check (preflight) of the furnished publishing files to assure accurate output of the required reproduction image. Any errors, media damage or data corruption that might interfere with proper file imaging must be reported to the contract administrator in sufficient time to comply with the shipping schedule. In addition, the contractor is responsible for creating or altering any

necessary trapping, setting proper screen angles and screen frequency, and defining file output selection for the imaging device being utilized. All furnished files must be imaged as necessary to meet assigned quality level.

The contractor shall make all revisions to the electronic files. Prior to making revisions, the contractor shall copy the furnished file and make all changes to the copy.

Upon completion of each order, the contractor must furnish final production native application files (digital deliverables) with the furnished material. The digital deliverables must be an exact representation of the final printed product and shall be returned on the same type of storage media as was originally furnished. The Government will not accept, as digital deliverables, PostScript files, Adobe Acrobat Portable Document Format (PDF) files, or any proprietary file formats other than those supplied, unless specified by the Government.

**CONTRACTOR TO FURNISH:** All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product(s) in accordance with these specifications.

**PROOFS:**

One set of digital color content proofs for each item 1 thru 4. At contractor's option, a film-based composite blueline may be submitted. Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product. Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product.

**PLUS**

One set of digital one-piece composite laminated color proofs for each item on the actual production stock (Kodak Approval, Screen TrueRite, Dupont Thermal Waterproof, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 dpi. At contractor's option, a film-based composite laminated color proof on the actual production stock may be submitted provided direct to plate is used to produce the final product. The make and model number of the proofing system utilized shall be furnished with the proofs.

These proofs must have all elements in press configuration and must indicate margins. Proofs will be used for color match on press and must show dot structure. Inkjet, photographic, and overlay proofs are not acceptable. The proofs must contain color control bars for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers. The control bars (such as Brunner, GATF, GRETAG, or RIT) must show areas consisting of minimum 3/16" x 3/16" solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

**NOTE:** Pantone colors may be substituted with a similar color but may not be built out of the four process colors.

Send proofs of each item together with the furnished media (lasers and electronic files) using the furnished proof label (GPO Form 892) which must be filled in by the contractor and used on all proof packages to: PSGS, 8270 Willow Oaks Corp Drive, Suite 1, Fairfax, VA 22031. Attn: Suzanne Albisu 703-289-7930. Inside delivery.

Contractor must call GPO Contract Compliance Section at (202) 512-0520 immediately upon sending/delivering proofs and immediately upon notification that the proofs are available for pickup at the department.

Proofs will be withheld not more than 2 workdays from receipt in the department until they are made available for pickup by the contractor.

**CONTRACTOR MUST NOT PRINT PRIOR TO RECEIVING AN "OK TO PRINT".**

**STOCK/PAPER:** The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 11" dated February 1999.

**Text:** White, Offset Book, basis weight: 60 lbs per 500 sheets, 25 x 38", equal to JCP Code A60. All text paper used in each copy must be of a uniform shade.

**Cover:** White, Litho Coated Cover, basis weight: 80 lbs. per 500 sheets, 20 x 26", equal to JCP Code L10. All cover paper must have the grain parallel to the spine.

**PRINTING:**

Item (#1): Pamphlet prints in 4-color process with illustrations, images, tints/solids, type and line matter. Cover bleeds all sides. Covers 2 and 3 are blank.

After printing, coat the entire surface of covers 1 and 4 with a clear, non-yellowing gloss varnish.

Item (#2): Pamphlet prints landscape.

Text pages print in PMS 294 and 2592 consisting of flattones and halftones with line and type matter reversing out to appear white.

Covers 1 and 4 print in 4-color process with type and line matter with some reversing out to appear white. Cover bleeds all sides. Covers 2 and 3 are blank.

After printing, coat the entire surface of covers 1 and 4 with a clear, non-yellowing gloss varnish.

Item (#3): Pamphlet prints in 4-color process with illustrations, images, tints/solids, type and line matter. Cover bleeds all sides. Covers 2 and 3 are blank.

After printing, coat the entire surface of covers 1 and 4 with a clear, non-yellowing gloss varnish.

Item (#4): Pamphlet prints in 4-color process with illustrations, images, tints/solids, type and line matter. Cover bleeds all sides. Covers 2 and 3 are blank.

After printing, coat the entire surface of covers 1 and 4 with a clear, non-yellowing gloss varnish.

**MARGINS:**

Follow electronic media

**BINDING:**

Items 1, 3 and 4 saddle-stitch on the left 8.1/2" side.

Item 2 saddle-stitch on the left 5-1/2" side.

**PACKING:**

Pack each jacket separate and identify.

Pack suitably in shipping containers.

**LABELING AND MARKING** (package and/or container label): Reproduce shipping container label from furnished repro, fill in appropriate blanks and attach to shipping containers.

**Note:** All shipments must conform to U.S. Government Printing Office Specifications for Packing, Labeling and Palletizing.

**QUALITY ASSURANCE LEVELS AND STANDARDS:** The following levels and standards shall apply to these specifications:

**Product Quality Levels:**

(a) Printing Attributes -- Level III.

(b) Finishing Attributes -- Level III.

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests -- General Inspection Level I.
- (b) Destructive Tests -- Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:

| <u>Attribute</u>                        | <u>Specified Standard/Alternate Standard</u> |
|-----------------------------------------|----------------------------------------------|
| P-7. Type Quality and Uniformity        | OK'd proofs/Electronic Media                 |
| P-9. Solid and Screen Tints Color Match | Pantone Matching System                      |
| P-10. Process Color Match               | OK'd proofs/Electronic Media                 |

**DISTRIBUTION:**

Deliver the following F.O.B.. destination:

Deliver items (#1) thru (#4) - 2 samples each, plus government furnished materials to: PSC/AOS/Printing Procurement Section, 5600 Fishers Lane, Room 3B-26, Parklawn Building, Rockville, MD 20857. Attn: James Helton, 301-443-6740. Delivery hours 8am-12pm and 1pm-4pm. (Inside delivery required)

Deliver all items (including 200 Departmental Random Blue Label copies for each item) to: ASAP Mailing & Fulfillment, Attn: Dean Grande 703-823-0500, 4600 Eisenhower Ave., Alexandria, VA 22304. (Inside delivery required)

Deliver one copy of each item to: U.S. Government Printing Office, Customer Services Department, Agency Publishing Services, AST 1, Mail Stop CSAPS, Room C-838, 732 North Capitol Street NW, Washington, DC 20401  
Attn: Contracting Officer, 202-512-0455. (Jacket No. 350-728 thru 350-731)

Deliver 2 copies marked "Depository Copies, Item 0445-A, SUPPUB. Docs. J.217-551 to the U.S. Government Printing Office, Depository Receiving Section, 44 H Street NW, Loading Dock, Room A-150, Washington, D.C. 20401.

Deliver 15 copies marked "File Copies" to the Library of Congress, Madison Building, Anglo-American Acquisition Division, Government Documents Section, C Street (between 1st & 2nd) SE, Washington, DC 20540.

All expenses incidental to returning materials, submitting proofs, and furnishing sample copies must be borne by the contractor.

**SCHEDULE:** Furnished material will be available for pick up at the U.S. Government Printing Office, 27 G St., NW, Washington, D.C. 20401, on November 18, 2008.

Deliver all items complete to arrive at destination on or before December 3, 2008.<Ship>

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with the order. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

Toll Free WATS lines to the GPO are available to successful bidders to report information regarding compliance with schedule requirements under "SCHEDULE". The toll free number is 1-800-424-9470 or 9471 and for calls originating in the Washington, D.C. area, (202) 512-0516 or 0517. Personnel answering these calls will be unable to respond to questions of a technical nature. These calls cannot be transferred to other telephones in GPO.

**OFFERS:** Offers must include the cost of all materials and operations for each item listed in accordance with these specifications. Award will be based on the lowest total price for the jackets listed. Prices for additional quantities

must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award.

|                                         | Price    | Add'l. 1,000 |
|-----------------------------------------|----------|--------------|
| Jacket 350-728: Per specifications..... | \$ _____ | \$ _____     |
| Jacket 350-729: Per specifications..... | \$ _____ | \$ _____     |
| Jacket 350-730: Per specifications..... | \$ _____ | \$ _____     |
| Jacket 350-731: Per specifications..... | \$ _____ | \$ _____     |
| Total Price.....                        | \$ _____ |              |

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Authorized Representative

Fill out and return two copies of this page attached to GPO Form 910.

SUBMIT BIDS TO: U.S. Government Printing Office, Bid Section (PPSB), **36 H Street NW, Room C-161, Washington, DC, 20401. FACSIMILE BIDS are permitted. Submit TWO copies of each facsimile bid to FAX No. 202-512-1782, one bid per facsimile.** Refer to Solicitation Provisions in GPO Contract Terms (GPO Publication 310.2), Page 1, Paragraph 6.